Digital Edition Description of Services

This document should be read together with the GTxcel General Terms and Conditions referenced in your Master Service Agreement and any and all Amendments. All terms are defined within one of those agreements.

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1. PRODUCTS AND STANDARD SERVICES

PRODUCTS

GTxcel's solution is a combination of PDF conversion processing and a delivery system that will serve documents to users on browsers and in Apps. The system includes a combination of server code which transmits documents to the web and app viewers and client code which enables the viewing and navigation of the document. The digital issue is also accessible through an optional email notification (alert) and/or push notification. This email preparation and delivery service includes complete email bounce processing, audit support, and tracking.

GTxcel page serving, maintenance, and hosting services are typically included in the package pricing. Page Serving, hosting and maintenance includes all subsequent hosting, all system updates and upgrades, DNS support (maintenance, registration and renewal), Mobile version access, and Company-accessible tracking reporting for as long as GTxcel processes each new issue of the magazine on a continuous basis. If a conversion package is no longer required, archive page serving, maintenance and hosting services are available for a monthly fee as per the Optional Services and Other Fees Services Price List.

Web Reader Package

The Web Reader Package is available as a stand-alone product and includes an online Web Reader and the Mobile Web Reader.

Web Reader: The online Web Reader is a web-based interface designed to easily read and search replica versions of PDF format publications from a desktop or laptop computer. The Web Reader displays quick-loading images of formatted pages, requiring only standard browser technology - no plug-ins or PDF download is required. The system supports the ability to brand the interface using Company's logo and description of the publication. The Web Reader is set up utilizing GTxcel's standard template. Other options for customization at the time of setup and on an issue per issue basis such as default page viewing mode, navigation bar options, customized colors and media enhancements are available. A more complete list of options is available upon request at the time of setup or as per the Optional Services price list included with the Service Agreement.

Mobile Web Reader: The Mobile Web Reader is the mobile-friendly version of the Web Reader, designed to work on modern smartphone and tablet browsers, with an interface that is optimized for small and touch screens. The Mobile Web Reader provides a complete reading experience, however, some Web Reader features are not available on the Mobile Web Reader. This includes but may not be limited to videos, modules, banners, and download options.

Total Mobility

Total Mobility includes the Web Reader, Mobile Web Reader, and native apps ("Apps") which are further explained below.

GTxcel develops and deploys Apps for the iOS and Android operating systems, branded for each Magazine, as requested by Company. Apps allow for the publication to be available in the app stores such as the Apple App Store, Google Play, and the Amazon Appstore. Another benefit to Apps is that they allow the publication to have its own icon on the device, either as a stand-alone application or within the Newsstand application (iOS only). Apps are built on iOS and Android platform technology that incorporates the replica pages from the issue, text and images in reflowable form for articles, and additional content as available from the Company via RSS feeds. Total Mobility includes the Web Reader and Mobile Web Reader as described above.

Apps feature the brand and style of the Magazine, may feature a sponsor, and will always have a discreet credit to GTxcel as the technology provider. The branding of the Apps will be defined as part of the initial setup of the project and then will remain consistent for all issues. The functionality of Apps differs from the web-based system to utilize the features for which the device the Apps are created. Some Web Reader functionality is not available in the App, some functionality will be exclusive to the App, and some functionality and navigational features will differ between app platforms.

- Content in Apps may be read offline after full content is downloaded to a device with. Video or other enhancements may not be available for offline viewing.
- App capabilities integrate with some device native capabilities such as the device's native navigational tools.
- Conversion for back issues is available for Apps upon request and will be offered at the agreed upon Total Mobility Back Issue Conversion pricing. There is a limit of 200 issues that can appear in the App at any point in time.

- Content in Apps may vary and expand on the standard page set in the print and web editions due to on-going content feeds from the Company supplied RSS content.
- Apps will be created using Company's Developer license/account. Company is responsible for procuring the Developer License/account and necessary certifications and contracts as needed (such as but not limited to the Paid Application contract for in-app purchase for Apple). Company must provide GTxcel with access to the license and certifications to build and maintain the App or provide necessary files such as provisioning profiles and certificates to GTxcel in order to build the App. GTxcel makes no guarantees regarding an app store approving and granting necessary license and certificates or approving of the App but will provide insight to best of our ability based on experience with the App submission process.
- Company must complete the App Submission form in the Publisher Dashboard and supply certain graphics and store submission information to begin initial production. Details and instructions for this are available in the Publisher Dashboard.
- App authentication models differ and must adhere to the constraints of the store the App is offered in. Requirements of each store may change without notice. GTxcel will make its best effort to adapt to changes as quickly as possible if changes comply with the GTxcel business model. Access models currently include Open Access, Apple Newsstand Free Subscription (iOS only), In-App purchase with Apple Newsstand, In-App Purchase without Apple Newsstand, and Company Subscriber Authentication. Detailed information on these access types can be found at http://docs.texterity.com/apps/applicationaccess/.
- If Company chooses to charge for the App to be downloaded, or for a subscription within the App (in-app purchase) that transaction is processed through the store in which the App is being distributed. The store will retain their standard revenue percentage, typically thirty percent. The remainder of the revenue will go wholly to Company. (See the related policies to your developer license agreements for more information on this.)
- Launching the first version of each App is subject to approval/acceptance by the individual stores before going live in the store. Acceptance in one store does not guarantee acceptance in the other stores. Each store's review and acceptance criteria is unique and subject to change without notice. Acceptance into stores and into specialized areas of stores (such as Apple's Newsstand) is subject to the store's approval and acceptance policy and is solely at the discretion of the store. Due to subjective approval process and the changing nature of individual store acceptance requirements regarding functionality and content, GTxcel makes no guarantees that the App will be accepted into a store but will provide insight to the best of our ability based on our experience with the App submission process.
- Look Inside functionality, as defined in the Restricted Access section, is not available in Apps. A single issue may be offered as open to provide a sample for the user. While the app does not have the Look Inside functionality it does allow you to view a list of article titles to entice the user to buy the app.
- As the core platform that GTxcel has created for the App evolves over time, updates will be made available in the stores. Updates are not subject to approval by the Company and may be made with no prior notice to the Company.
- New issues within the App will be updated as long as the per issue App fee is paid by Company. If the Company chooses to stop funding the App in the future, previously installed Apps on reader's devices will continue to function and issues *may* be available for reading, if the issue content is still downloaded on the device. However, no new issues will be fed to the App. The application will be removed from the App Store and no further updates will be provided. If Company chooses to continue to pay hosting fees for the App, updates to the App for feature enhancements and bug fixes will be issued on an as needed basis as determined by GTxcel.
- Access to App editions may count towards auto renewable qualified subscribers for auditing purposes. Other statistics such as App usage, App downloads and sales may be applicable toward audit reporting as well. Company will need to refer to the audit bureau's rules for up to date information regarding what Company can count toward audits.

Up to date information regarding Total Mobility processing, advertising options, and requirements can be found on the GTxcel Publisher Docs site at http://docs.texterity.com/getting-started-with-your-texterity-app/.

Turnstyle

In addition to all of the functionality offered as part of the Total Mobility package, Turnstyle uses reflowable, device-appropriate, layouts of article text to create a great reading experience on multiple platforms. These article layouts can be customized to include key elements of your publication's brand such as fonts and colors, and also include full-screen interstitial ad spots, where you can include static or interactive ads. Additionally, non-issue content can be displayed in the app via RSS feeds.

Company can choose to include interstitial advertising within the Turnstyle articles.

- Using the Publisher Dashboard, Company can tag full page PDF advertisements to be included in the interstitial ads.
- Company can also supply HTML5 ads by uploading through the Publisher Dashboard. Each HTML5 file will appear as a full page advertisement.

- GTxcel also offers Customization Services for creating HTML5 interactive ads using standard GTxcel templates.

Up to date information regarding supported app platforms, options for advertising and customization, and functionality on how and when interstitial ads will appear can be found on the GTxcel Publisher Docs site at http://docs.texterity.com/turnstyle-editions/.

Additional Issue Conversion

Back Issues: GTxcel will convert back issues based on contracted rates for Company upon request. Back Issues are defined as issues that were created and published prior to the most current issue at the time that GTxcel begins converting issues for a title. Input files must conform to GTxcel PDF Preparation and Delivery Specification. Turnaround time on archive production is 30 days from receipt of complete back issue file set. Company requests for bulk "Back Issue" conversion will be coordinated in advance of the requirement to have content available and turnaround timing will be determined on a case by case basis. Note that there is a limit to 200 back issues that can appear in an app.

Supplements: GTxcel will convert Supplements for Company upon request. Supplements are defined as an issue that is produced in conjunction with another issue (ie: is not a recurring stand-alone issue) within an existing title's URL and are considered part of a title for which GTxcel is actively converting issues. Supplements typically are of a lower page count than the main issue. File preparation, processing, and turnaround time are the same as standard issue conversion.

Issues Requiring Special Handling: Issues requiring special handling are defined as any issue that is not a main issue and part of the base frequency. These issues require non-standard handling including changes to the configuration of the main issue included in the base frequency. The turnaround time for these requests are determined on a case by case basis but in most cases follow our standard turnaround.

STANDARD SERVICES

Initial Title Setup

Once the contract has been signed, GTxcel will provide Company with a form to complete to get the setup process started. Information gathered on this form will be critical to setting up the Company and title within the GTxcel system.

Examples of Information Company to provide to GTxcel for setup:

- Domain Name
- Access Type
- General Title Information (official title name, frequency, production schedule, etc.)
- Title Assets (nav bar logo, title description, homepage link, background color change, etc.)
- App Assets

Once all information is provided, GTxcel will set up the necessary accounts and framework for the processing of Company files using the standard Web Reader template. Some customization options to the standard Web Reader template are available for an additional fee. These options are described below in the Other Options, Customization section of this document. GTxcel or Company may request a setup call to review products, options, and processing.

Once all setup information is received as well as the first set of acceptable PDF files, GTxcel will provide a staging link to Company within 10 business days. Additional information on the Initial Title Setup is located at http://docs.texterity.com/initial-title-setup/ .

Issue Setup & Processing

GTxcel converts the PDF files submitted by Company into a page for page digital replica of the whole issue. Services also include article extraction for applicable products. GTxcel's conversion process assumes input of high-resolution PDF files. The conversion process includes final proofing and approval from Company before the issue is moved to a live server. Company is responsible for making any desired modifications to the links, Table of Contents, articles, or media placement via GTxcel's Publisher Dashboard. Company shall then schedule issue to go live through the Publisher Dashboard as early as overnight Eastern Time or on a specific date in the future.

Company File Preparation

- Application files (e.g., InDesign/Quark) files must be prepared with high resolution images and all fonts embedded, properly encoded, and output between 200 and 300 DPI.
- Provide files as individual PDF pages merged into a single PDF file that appears in reading order. Gatefolds or other multipage layout exceptions must also follow this convention of being broken up into single PDF pages in numerical reading order. GTxcel's conversion processing will display the pages as a two-page spread with a single page cover.
- Label PDF pages with the page name Company desires to be represented in the navigation. (Cover, Inside Front Cover, 1, 2, 3, etc.)
- Customer has the option to pre-link files. If Company pre-links files then all links, including table of contents, page references, emails, and URLs will be the responsibility of Company. Company must notify GTxcel when files are delivered if the files have been pre-linked to prevent links from being removed or duplicate linking. If notification is not given to GTxcel that files are pre-linked, Company will incur additional costs to reprocess the issue.
- Upload files to the Publisher Dashboard as per instructions at http://docs.texterity.com/creating-issues/.

GTxcel Conversion Processing

- GTxcel will create a digital replica version of the Company supplied PDF files.
- GTxcel will create the digital Table of Contents, Page to Page navigation, Links to URLs and email addresses. The Table of Contents is created based on the Table of Contents that appears on the PDF page.
- GTxcel will extract the article text for applicable titles. The text extraction process will give publishers a start on creating the article text view. However, this process is not precise. How the PDF is created, including layering and embedded fonts, will affect the outcome of the article extraction. Also, the design needs tend to be different from a highly stylized print layout and a pure article text layout. For these reasons, it will be necessary for the publisher to review the articles and correct any abnormalities or design elements that the automated extraction process did not create to your particular needs. Up to date information regarding the Text Extraction process is located at http://docs.texterity.com/article-extraction/ .

Approval Process

- GTxcel will provide access to a staging site once the digital issue is ready for review.
- Company is responsible for making any changes or corrections to the Table of Contents, links, or extracted article content through the Publisher Dashboard.
- Company will schedule the issue to go live through the Publisher Dashboard. For Restricted Access titles, Company should coordinate the live date with GTxcel to coordinate loading of Company supplied subscriber access files and mailings.

Special handling instructions may be required for documents requiring quicker turnaround times. This will be assessed on a case-by-case basis.

Up to date information on file preparation and processing can be found at http://docs.texterity.com/.

Publisher Dashboard

The Publisher Dashboard is an easy web-based tool that allows you to upload and manage your files, check the status of an issue, and preview and edit issues. Company can make any corrections or changes to links, table of contents, media placement, or article text through the Publisher Dashboard. Refer to the Dashboard User Manual (http://docs.texterity.com/overview/) for more detailed information.

Help Desk

The Help Desk is the process for communicating with GTxcel regarding new title setups, questions, and technical issues. The Help Desk is available during GTxcel normal business hours and can be reached through the Help Desk website, email, and voicemail. Up to date information on the Help Desk can be found here: http://docs.gtxcel.com/digital-help-desk-overview/ .

Turnaround Time

Assuming files are uploaded according to the Publisher Dashboard to GTxcel specification, GTxcel typically provides access to the "staging" version of converted content within 10 business days after submission, for the first issue, and within five business days for

subsequent issues on monthly or bi-weekly publications. If files are not valid or cannot be processed due to file problems, or if file and/or page order must be determined through manual effort, then turnaround time will be negatively affected.
Apps will be built and submitted within three business days, once the first issue is live in the Online Web Reader, provided that all app assets have been provided to GTxcel and developer certifications & contracts are complete. Once the App is submitted, the turnaround time of the individual store approving the app will vary depending on the store. A minimum of several weeks should be allowed for store approval of Apps.

Tracking and Reporting System

GTxcel provides a complete tracking and reporting system. Tracking data is available for Web Reader tracking, Mobile Web Reader, and native app tracking. Below are some examples of reports that may be available. Our tracking and reporting is evolving as needs change so available reports and information is subject to change. Up to date information on tracking and reporting can be found at http://docs.texterity.com/analytics/.

Example Reports:

- Unique Visitor Tracking – Track unique visitors over extended periods of time, first-time, and returning visitors.
- Advertiser Interest Tracking – Tracks pages viewed with advertisements and click-through to URLs on advertising and/or editorial pages.
- Search Term Analysis – Track, record, and analyze search terms used to find your magazine site and/or issues. Complete list of terms ordered by popularity through time.
- Detailed Referrer Reports – See which companies visit your site, including all traffic by country of origin.
- Network Location Reports – Demographic and network drill-down report

2. OPTIONAL SERVICES

OTHER PRODUCTION SERVICES

Page Replacement/Insertion/Deletion

Company is requested to provide final files to GTxcel for processing. However, GTxcel understands that there are times when it is unavoidable to need to replace a page after the files have been submitted to GTxcel and approved for conversion. There will be a fee for any page that needs to be replaced, inserted, or deleted after the files have been approved for conversion. If more than 25% of the original page count needs to be replaced, the issue with the new pages will be treated as a special issue conversion and special issue conversion fees will apply. No more than five batches of page replacement are allowed in any issue. If additional page replacements are required, the new set of files will be treated and priced as a special issue conversion. Allow for at least 24 business hours for page replacements. Note: Page changes made to live issues in Apps will not appear if the user already fully downloaded the issue. Company is responsible for updates to extracted article text.

App Resubmission

GTxcel, at its own discretion, will resubmit Apps as needed for updates and new features or functionality. There are some updates to an App that Company may request that might require the App to be resubmitted to a store outside of the GTxcel resubmission schedule. These types of requests might include, but are not limited to, new icons, new launch graphics, on device app name, app store name, screenshots, keywords, categories, or access model change. If Company requests one of these changes to be made outside of a typical GTxcel resubmission schedule, additional fees will apply.

Rush Production

Rush fees may be incurred if Company requests conversion to be done on a shorter schedule than GTxcel's normal workflow. Premiums will apply to all aspects of the project - conversion, multimedia, custom links, emailing, etc. All final page files, including any multimedia or other add-ons, need to be submitted according to GTxcel's normal workflow to avoid any Rush Fees.

RESTRICTED ACCESS OPTIONS

GTxcel offers a variety of restricted access options. Options vary across platforms. The most up to date information regarding what options are available, their functionality, specifications and requirements is available at the following locations.

- Web Reader Restricted Access Options: http://docs.texterity.com/digitaledition/digitaleditionaccessoptions/
- App Restricted Access Options: http://docs.texterity.com/apps/applicationaccess/

GTxcel Subscriber Authentication Package

GTxcel provides a complete subscriber management system. This system restricts the use of content by using a database of subscribers matched to unique URL links in the delivery email notifications. The GTxcel Subscriber Authentication system is optional, and specific features are optional based on the Company's business requirements. GTxcel Subscriber Authentication is available on the Web Reader and Mobile Web Reader platforms only.

Issue Access Restriction: Restricts access to issue based on unique subscriber ID. If GTxcel deploys email notifications to Company supplied lists on behalf of Company, the subscriber's unique link (URL) to the Web Reader will be included in the notification email. Clicking on the link will grant the user access to the restricted content. If GTxcel does not deploy the mailing, upon trying to access the restricted content, the user will be presented with the ability to enter an email address to gain access to the restricted content. After clicking on the URL, a cookie will be written to subscriber's machine which will allow subsequent access to the document URL directly, without using the email URL link. If a user deletes their cookie and tries to access the issue without going through the email link, they will be presented with a login box where they can enter their email address and be granted access to the issue. To account for users deleting their cookies and accessing the issue on different computers and devices, the default machine limit is set to 8 accesses.

Archive Issue Restrictions: Access to archive issues ('back issues') can be made available globally, or on a per-issue basis based on the rights granted to a specific subscriber. If specific archive issues are not available to the subscriber, they will be shown on the "Archive" function, and will they be available for Search. However, the reader will receive an access denied error when they try to read an issue for which they don't have permission. If Look Inside is used, instead of the access denied error, the user will be presented with a Look Inside blow-in prompting the user to subscribe. Similarly, searches across all documents will show hits in any document but when they try to follow the hit link, they might be denied access as appropriate.

Subscriber File: Company can choose to give access to restricted issues by providing a subscriber file to GTxcel for each issue. GTxcel will load the list, granting access once the issue is live. Subscribers can then access the restricted content by signing in with the email associated with the subscription. Company should provide the subscribe file in final complete form according to GTxcel specifications. GTxcel will not update or modify subscriber files. Information on GTxcel subscriber file specifications is located at http://docs.texterity.com/subscriber-file-setup-mailing-list/.

Send To a Friend: A subscriber to the issue has the ability to share the issue with "friends" by inputting the friend(s) email address in a form. The friend will then receive a link to the issue from the page where the friend form was filled out. For Subscriber Managed titles, if Look Inside is turned on, the friend will be able to view the number of allowed pages before being redirected to the publisher's subscribe form. If Look Inside is not turned on, the friend will receive access to the whole issue for 30 days after which access will expire. This option appears on all platforms. On the Web Reader platform, this option can be disabled, but it cannot be disabled in the apps.

Look Inside: Look Inside allows the Company to specify a certain range of pages that a non-subscriber would be allowed to view. Upon entering the issue, the user will be presented with a Look inside blow-in explaining that this is a preview version of the issue. There is also a login box for subscribers to enter their email address. Once the non-subscriber has finished viewing the allowed number of pages, the non-subscriber would be redirected to the Company's subscription page. Look Inside page ranges are only available as sequential pages and the entry page can be any page within the issues. Pages are not able to be excluded from the Look Inside functionality within an issue. Look Inside is available with the Web Reader and Mobile Web Reader products.

Publisher Site Login Package

GTxcel provides special authentication options to Companies who want and are able to control access to content directly. This is only applicable to titles requiring security. For example, subscribers or members may be able to log-in via the Company controlled site, and access a GTxcel issue via a direct link. Failure to authenticate will result in redirection by GTxcel's server to a predetermined "failure URL" residing at the Company site. GTxcel provides three mechanisms for authentication:

Referrer URL: Referrer URL authentication confirms that requests to view issues originate from authorized Customer URL(s). If the referrer URL is changed from initial setup, there is charge per title to change all archived issues to the new refer URL. Each time the

referring URL is changed, the per title change fees will apply. Referrer URL is available on the Web Reader, Mobile Web Reader, App and Turnstyle platforms.

IP Authentication: Allows a client to provide individual IP addresses or IP address ranges to determine whether a user should have access to an issue or not. If the list of valid IP addresses is changed from the initial setup, there is a charge per title to change all archived issues to the revised list of valid IP addresses. Each time the IP addresses are changed, the per title change fees will apply. IP Authentication is only available on the Web Reader and Mobile Web Reader platform.

In-App Purchase/e-Commerce Management

Paid Subscription: An app with In-App Purchase is offered as a free download in the App Stores, but allows users to pay to access issues within the app. All paid purchase transactions happen via the user's iTunes, Google Play and Amazon accounts. Users may purchase digital subscriptions in increments of one year starting with the current issue, or purchase individual issues. The e-commerce transaction will be processed through the store in which the App is being distributed. Each store will retain its standard revenue percentage, typically thirty percent. The remainder of the revenue will go wholly to Company. (See the related policies to your developer license agreements for more information on this.)

Free Subscription: As part of the In-App Purchase options, a Free Subscription offering is also available on the iOS Apple Newsstand platform. Free Subscription services allow a user to sign up to receive each new issue for one year at no cost. Once a user signs up for a free subscription, the subscription will be available on all devices associated with the user's Apple ID. Note that free subscriptions do not expire and can only be offered in Newsstand-enabled apps. A Free Subscription offering is normally utilized if the app is to appear in the Apple Newsstand and Company does not charge for a subscription anywhere.

General Information on Paid and Free Subscriptions: Company can choose to give subscribers access to restricted issues by providing a subscriber file to GTxcel for each issue. GTxcel will load the list, granting access to live issues indicated by Company. Subscribers can then access the restricted content by signing in with the email associated with the subscription. Company should provide the subscriber file in final complete form according to GTxcel specifications. GTxcel will not update or modify subscriber files. Information on GTxcel subscriber file specifications is located at http://docs.texterity.com/subscriber-file-setup-mailing-list/.

Due to the changing nature and variation of the rules for in-app purchase, refer to http://docs.texterity.com/in-app-purchase-access/ for the most up to date processing and handling details for in-app purchase.

EMAIL NOTIFICATION OPTIONS

GTxcel offers a complete email notification solution. This service is mainly used to alert readers of new issues of the publication. However, it can also be used to send renewal notices, reminder notices, or other relevant information the Company chooses. Email notifications are available for open access titles as well as restricted access titles.

Company can choose between using a GTxcel Standard Notification template or a Company created Custom Notification template. A custom template will incur a fee when created or when modified, as per the Other Customization section of the Services Price List.

Standard Notification Template

- Options
  - GTxcel offers a variety of message templates to choose from. Once chosen, the same template will be used for all new issue notifications going forward.
  - Issue title and cover image will be updated automatically.
  - Feature articles and advertising can be updated with each new issue.
  - Company can use Company opt out link or GTxcel opt out link.
- Company Responsibilities
  - Provide updated text for features articles, feature article pages numbers, and updated advertising image assets. (optional)
  - Provide approval/feedback for proof through mailing system user interface
  - Provide email subscriber file(s) according to GTxcel specifications
- GTxcel Responsibilities
  - Update cover image, Company-provided feature articles and images

- Add trackable hot links to feature articles based on the list of page numbers provided by Company and all URLs
- Include subscriber ID for Subscriber Managed titles
- Prepare HTML and text only template for mailing
- Ensure template is CAN-SPAM compliant
- Prepare a pre-deployment "proof" message for Company to sign off on (proof messages are only offered for initial mailing, not Reminder Mailings if used)
- Deploy mailing
- Provide audit and bounce reports as well as performance information such as click and open rates.

Custom Notification Template

- Options
  - Publisher can create a custom HTML email template to be used for the mailing
  - The same template can be used going forward, or a different custom template can be created. The Custom Notification fee will apply for each new Custom Template created. If no new template is supplied, pricing and responsibilities are the same as for Standard Template.
  - Company can use Company opt out link or GTxcel opt out link.
- Company Responsibilities
  - Provide CAN-SPAM compliant and valid HTML template
  - Provide updated text for features articles, feature article pages numbers, and updated advertising image assets. (optional)
  - Provide approval/feedback for proof through mailing system user interface
  - Provide email subscriber file(s) according to GTxcel specifications
- GTxcel Responsibilities
  - Update cover image, Company provided feature articles and images
  - Add trackable hot links to feature articles based on the list of page numbers provided by Company and all URLs
  - Include subscriber ID for Subscriber Managed titles
  - Prepare HTML and text only template for mailing
  - Ensure template is CAN-SPAM compliant
  - Deploy mailing
  - Provide audit and bounce reports as well as performance information such as click and open rates.

General Email Notification Information

Audit Support: For all mailings, audit bureau support is included within this fee, including customary and reasonable audit discussions with AAM and BPA. Bounce reports, tracking, and AAM or BPA audit support is not available for Instant Delivery first issue email notifications.

Email List: Company is also responsible for supplying email list(s) to GTxcel for each mailing. Email lists must be up to date with subscriber information including the publisher's most up to date information on opt outs and hard bounces. Company should provide email lists in final complete form according to GTxcel specifications. GTxcel will not update or modify subscriber files. Information on GTxcel mailing list specifications is located at http://docs.texterity.com/subscriber-file-setup-mailing-list/.

Reminder Emails: Reminder emails are a valuable option for Company to increase exposure to the publication and reach readers who either chose not to open the initial email, or those readers whose email clients prevented the first message from being received. Reminder emails are deployed after the initial mailing, at least seven business days for monthly or less frequent publications, and three business days for weekly publications. The email message is a text only version of the initial mailing and is deployed only to the emails that had a status of no response on the bounce report. No proofing cycle is offered for the reminder mailing.

Company Deployment Practice Responsibility: Company is responsible for the content of any email message transmitted by GTxcel at Company's request. Company must ensure that the content and email lists do not infringe upon the rights of any third party, has been lawfully obtained, do not violate any confidentiality obligations, and comply with all applicable laws and industry practices. Company is solely responsible for ensuring that all addresses provided to GTxcel do not include anyone who has requested not to receive emails from Company or has otherwise opted-out. Violations of these guidelines may result in fees for each violation.

ENHANCEMENT OPTIONS

Custom Linking

GTxcel will automatically link all URLs and email addresses unless Company explicitly requests otherwise when files are submitted for conversion. The ability also exists to add custom links to items such as logos, keywords, images, etc. Company can add custom links directly through the Publisher Dashboard. Alternatively, GTxcel will provide custom linking services for an additional fee. For GTxcel to process custom links, detailed instructions must be uploaded via the Publisher Dashboard by Company for each custom link. Specifications for Custom Link instructions is located at http://docs.texterity.com/custom-instructions/ .

Rich Media Elements

GTxcel offers the ability to place Rich Media elements into the Web Reader and Apps. Company is responsible for providing all Rich Media assets according to GTxcel's specifications as well as uploading and placing elements through the Publisher Dashboard.

Various options are also available in the Publisher Dashboard for customizing the elements such as adding close buttons, changing border colors, auto-play or click to play, etc. Note that functionality and availability of Rich Media elements may vary between platforms and devices.

Examples of some Rich Media elements include:

- Blow-in - An image overlay that appears on top of a replica edition page, similar in appearance to a popup but not detectable by web popup blockers.
- Video
- Audio / Podcast
- HTML5 Animation

Up to date information on Rich Media Element specifications and functionality is available at:
http://docs.texterity.com/media_ad_specs/.

Enhancements: Advertising, Sponsorships and Slideshows.

GTxcel also offers services for additional opportunities for monetizing the Digital Edition. Options, functionality, and specifications on these services may change as our products evolve. Company is responsible for providing all image assets according to GTxcel specifications.

Examples of Monetization and Media Services Options

- App Banner Ad
- Button Ad
- Leaderboard Ad
- Customer Drawer Ad
- Advertising Splash Screen
- In-App Messaging
- Slideshow
- Custom video placement or Reverse Blow-in
- Ad Server Ad
- HTML5 Interstitial Ad Templates for Turnstyle

Up to date information on Enhancement specifications and functionality is available at: http://docs.texterity.com/media_ad_specs/.

Monetization Consultation

The Monetization Strategies team consults with clients, offering ways to maximize and monetize GTxcel products and services. Through webcasts, individual consultations, conference presentations and outsourcing professional services, GTxcel can support your monetization goals through:

- Sales training
- Creation of digital sales packages, pricing and support tools
- Executive analytical summaries
- Content development
- Production, execution and fulfillment of custom offerings

OTHER OPTIONS

Custom URL Domain or CNAME

GTxcel will acquire at no additional charge, a customized Domain for hosting of the title. This format is typically www.(magazine)-digital.com. If for any reason, Company decides to discontinue using the GTxcel services, ownership of the domain can be transferred to Company at no additional charge upon request by Company. If requested, the domain will be transferred once Company balance is paid in full.

Alternatively, Company may choose to register and own the customized domain name, or use a sub-domain from their existing domain using a CNAME (canonical name). If Company chooses to register their own customized domain name, the domain can only be used for the hosting of Digital Editions. Company will be required to give GTxcel control over the DNS for the domain for the time that GTxcel is processing and hosting the Digital Editions for Company and Company will be charged an additional fee.

Additional information on Domain names is available at http://docs.texterity.com/setting-up-domain-names-with-texterity/.

Foreign Language Interface

The Web Reader has the ability to display navigational features in various other than English for an additional setup fee. The languages currently supported in the Web Reader are: Spanish, French, German, Italian, Portuguese, Russian, Japanese, Korean, and Mandarin Chinese. The apps currently support the following foreign languages: French and Spanish. It may be possible to create navigation features in additional languages not currently supported at an additional fee.

GTxcel does not offer translation services for content or article text. Company is responsible for supplying PDF files in desired language.

Text Extraction

GTxcel will extract the article text for Total Mobility Apps and Turnstyle. If text is extracted, the article text view will also appear in the Web Reader and Mobile Web Reader. For titles only using the Web Reader, Company may request that GTxcel extract text for an additional fee.

The text extraction process will give publishers a start on creating the article text view. However, this process is not precise. How the PDF is created, including layering and embedded fonts, will affect the outcome of the article extraction. Also, the design needs tend to be different from a highly stylized print layout and a pure article text layout. For these reasons, it will be necessary for the publisher to review the articles and correct any abnormalities or design elements that the automated extraction process did not create to your particular needs.

Up to date information regarding the Text Extraction process is located at http://docs.texterity.com/article-extraction/ .

Customization & Miscellaneous

Company requests for site customizations will be handled by providing a quotation for work via a GTxcel Service Order, email directive, or other request that such work to commence only upon approval by Company.

Examples of available customizations to the Web Reader include:

- Text changes to user interface or Look Inside Blow-in
- Insert tabs on the Table of Contents
- Add icons to the navigation bar
- Add reprint/copyright text to print or download dialog box
- Drawer opens to page view instead of contents view
- Limit social icons to show only certain icons
- Persistent Page Arrows
- UI Color Change utilizing one of our existing color schemes
- Custom UI color scheme using colors provided by client
- Foreign Language UI where client provides translated text
- Foreign Language UI where translation service translates text
- Insert client's favicon
- RSS feed or Twitter feed in a custom drawer tab

Instant First Issue Delivery: If Company wishes to provide immediate access to the digital issue when a subscriber signs up on Company's website, GTxcel can provide Company a 1-pixel beacon or XML string call to place on Company's subscription confirmation page. The beacon or XML code sends the subscriber's information to GTxcel's subscriber database. The subscriber's information will be entered into the database and GTxcel will send an email notification to the subscription with the link to the digital issue.

Additional information on Instant Delivery can be found at http://docs.texterity.com/instant-delivery-setup-new-version-may-9-2013/.

Iframing the digital edition: The Web Reader can be embedded within the Company's web page as part of an iframe. GTxcel will provide the iframe code to the Company for placement on their web site. Various parts of the interface can be hidden in the iframe to maximize the viewing area of the digital edition.

Global Search Program: The Company may also iframe the Web Reader's search box on their website, allowing their users to search for content within the digital edition. GTxcel will provide the iframe code to the Company for placement on their web site. Results will be displayed with an image thumbnail of the page and a text snippet containing the search word or phrase highlighted. Clicking on the result will bring the user to the page in the digital edition. Standard authentication for subscriber managed collections will be followed.

HOSTING OPTIONS FOR DORMANT TITLES

Archive Page Serving, Maintenance, and Hosting

Hosting Only fees may apply if the term of the agreement for conversion services has ended and the Company no longer wishes to continue converting future issues with GTxcel but wants to keep the back issues live. App updates will be applied at GTxcel's discretion.

If Company does not wish to continue hosting with GTxcel, all issues will be removed from the live servers and staging servers. All tracking accounts and Publisher Dashboard accounts will be removed and no longer available.